

Mencermati faktor risiko blue ocean strategy

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Abstrak

Blue Ocean Strategy is the prominent strategy nowadays in Indonesia, especially when many businesses are facing market as well as resource similarity. These condition is forming to the bloody competition in the red ocean. Blue ocean strategy is very demanding, it has been publicly introduced in several years ago, so leaders or managers should pay more attention on the detail analysis for the implementation. This paper discussed the point of view from strategies for diversification; champion - sponsor; and priority scale in order to present the risk that appeared in Blue Ocean implementation. In the last part, this paper presented some solutions in order to minimize the involved risk in implementing Blue Ocean Strategy.